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## TRANSMITTAL FORM

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		Application Number	10/672,133
		Filing Date	09/26/03
		First Named Inventor	Stephen Ewald
		Art Unit	3625
		Examiner Name	
Total Number of Pages in This Submission	29	Attorney Docket Number	19645.1

ENCLOSURES (Check all that apply)		
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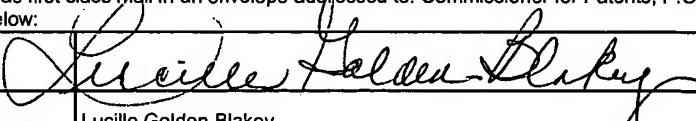
## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Carlton Fields, P. A.		
Signature			
Printed name	Lance D. Reich		
Date	2/4/05	Reg. No.	42,097

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	EWALD	:	Group Art Unit:	3625
Serial No.	10/672,133	:	Examiner:	Smith, J.
Filed:	09/26/2003	:	Confirmation No.	6111
For:	SYSTEM AND METHOD FOR PURCHASING LINKED WITH BROADCAST MEDIA	:	Attorney Docket No.	19645.1

**AMENDMENT AND RESPONSE UNDER 37 C.F.R. §1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action of November 22, 2004, the Applicant respectfully requests that the following amendments be entered in the application.

**AMENDMENTS TO THE CLAIMS** are reflected in the listing of claims which begins on page 2 of this paper.

**REMARKS** begin on page 6 of this paper.